

MEDIA ASSET MANAGEMENT SYSTEM

ABSTRACT OF THE DISCLOSURE

An asset management system is described that tracks in real-time any metric
5 that a carrier requires pertaining to media assets within a network. In addition to tracking per-asset information relating to usage and air time, the system tracks information pertaining to individual object types (e.g., document, digital image, audio file, streaming media, or the like) as well as specific objects themselves (e.g., individual documents, photos, and the like, on a per-file or named basis). This information can be tracked against the various users and
10 their individual devices (used to access a network). In this manner, the system can provide metrics relating to not only data size and air time, but also metrics about object types (e.g., digital image type) and specific objects (e.g., specific file transferred) that have passed through the network. Based on these various metrics that the asset management system can track, the system generates reports that are transmitted back in real-time to carriers and their
15 e-commerce partners for implementing the various pricing schemes required for supporting their business or revenue models.